

Contract # 47564

Schedule Dates

09/03/12-09/09/12

Advertiser

WARREN FOR SENATE 2012 (3373)

Agency

Media Strategies & Research (1800)

Product

POLITICAL CANDIDATE (1051)

Brand

Est 11664 9/3/12 - 9/9/12 (27309)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

11664

CPE

Local/Political Candidate Agency

Account Types

Standard

Billing Type

Comments

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Date Entered 08/23/12  
Last Modified 08/23/12  
Entered By Krista Gordon  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$20,325.00  
Net Total \$115,175.00  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Sep. 2012 120 \$135,500.00  
Grand Total: 120 \$135,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	5:30A- 7 News Today in New England	1	1	1	1	1	1			5	\$400.00	\$2,000.00	WHDH Boston (WHDH)		8/23/12
2.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	6A- 7 News Today in New England	1	1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		8/23/12
3.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	6:30A- 7 News Today in New England	1	1	1	1	1	1			5	\$850.00	\$4,250.00	WHDH Boston (WHDH)		8/23/12
4.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	7A- Today Show	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		8/23/12
5.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	8A- Today Show	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		8/23/12
6.0	Normal Line / SPOT	09/08/12-09/08/12	1	:30	6:57A- Today Show Weekend	1						X		1	\$750.00	\$750.00	WHDH Boston (WHDH)		8/23/12
7.0	Normal Line / SPOT	09/08/12-09/08/12	1	:30	9A- 7 News Today in New England-Sat	1						X		1	\$800.00	\$800.00	WHDH Boston (WHDH)		8/23/12
8.0	Normal Line / SPOT	09/09/12-09/09/12	1	:30	7:58A- TODAY SHOW-SUNDAY	1							X	1	\$750.00	\$750.00	WHDH Boston (WHDH)		8/23/12
9.0	Normal Line / SPOT	09/04/12-09/06/12	1	:30	9A- 7 News Today in New England 9-10A			1		1				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		8/23/12
10.0	Normal Line / SPOT	09/03/12-09/03/12	1	:30	9:30A- 7 News Today in New England 9-10A	1	X							1	\$500.00	\$500.00	WHDH Boston (WHDH)		8/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand Est 11664 9/3/12 - 9/9/12 (27309)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 11664  
CPE  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

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By Broadcast Month Spots Rate  
Sep. 2012 120 \$135,500.00  
Grand Total: 120 \$135,500.00

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11.0	Normal Line / SPOT	09/05/12-09/07/12	1	:30	10A- Today Show				1		1			2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/23/12
12.0	Normal Line / SPOT	09/03/12-09/06/12	1	:30	12P- 7 News at Noon		1			1				2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/23/12
13.0	Normal Line / SPOT	09/04/12-09/07/12	1	:30	12:30P- 7 News at Noon			1			1			2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/23/12
14.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	2P- DOCTORS	1			X					1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/23/12
15.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	3P- 3:56P (ET)		1	1	1	1	1			5	\$400.00	\$2,000.00	WHDH Boston (WHDH)		8/23/12
16.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	4P- 7 News at 4		2	2	2	2	2			10	\$500.00	\$5,000.00	WHDH Boston (WHDH)		8/23/12
17.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	4:30P- 7 News at 4		2	2	2	2	2			10	\$600.00	\$6,000.00	WHDH Boston (WHDH)		8/23/12
18.0	Normal Line / SPOT	09/04/12-09/07/12	1	:30	4:59P- 7 News at 5			2	2	2	2			8	\$850.00	\$6,800.00	WHDH Boston (WHDH)		8/23/12
19.0	Normal Line / SPOT	09/04/12-09/07/12	1	:30	5:29P- 7 News at 5			1	1	1	1			4	\$1,000.00	\$4,000.00	WHDH Boston (WHDH)		8/23/12
20.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	5:59P- 7 News at 6		2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		8/23/12
21.0	Normal Line / SPOT	09/03/12-09/09/12	1	:30	6P- 7 News at 6	1						X		1	\$1,200.00	\$1,200.00	WHDH Boston (WHDH)		8/23/12
22.0	Normal Line / SPOT	09/03/12-09/07/12	1	:30	6:58P- 7:28P (ET)		1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		8/23/12
23.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	7:28P- 7:58P (ET)	1			X					1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		8/23/12
24.0	Normal Line / SPOT	09/08/12-09/08/12	1	:30	7P- Access Hollywood Sat	1						X		1	\$500.00	\$500.00	WHDH Boston (WHDH)		8/23/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

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**Agency** Media Strategies & Research (1800)  
**Product** POLITICAL CANDIDATE (1051)  
**Brand** Est 11664 9/3/12 - 9/9/12 (27309)  
**Salesperson** Shiebler, Charles (1011)  
**Sales Office** WHDH  
**Buyer Name** /  
**Phone/Fax** 11664  
**CPE** 11664  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

**Date Entered** 08/23/12  
**Last Modified** 08/23/12  
**Entered By** Krista Gordon  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,325.00  
**Net Total** \$115,175.00  
**Sales Tax**

**WHDH Boston (WHDH)**  
**By Broadcast Month**  
Sep. 2012 120  
Grand Total: 120  
**Rate**  
\$135,500.00  
\$135,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / SPOT	09/04/12-09/04/12	1	:30	7:57P- America's Got Talent	1		X						1	\$10,000.00	\$10,000.00	WHDH Boston (WHDH)		8/23/12
26.0	Normal Line / SPOT	09/06/12-09/06/12	1	:30	9P- NBC NEWS SPECIAL: DEMOCRATIC NAT'L CONVENTION	1			X					1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		8/23/12
27.0	Normal Line / SPOT	09/07/12-09/07/12	1	:30	7:57P- STAND UP TO CANCER	1				X				1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		8/23/12
28.0	Normal Line / SPOT	09/08/12-09/08/12	1	:30	9P- SAVING HOPE	1					X			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		8/23/12
29.0	Normal Line / SPOT	09/03/12-09/04/12	1	:30	10:59P- 7 News at 11 PM	2	2	2						4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		8/23/12
30.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	11:30P- 7 News at 11 PM	2		X						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		8/23/12
31.0	Normal Line / SPOT	09/06/12-09/07/12	1	:30	10:59P- 7 News at 11 PM					2	2			4	\$2,000.00	\$8,000.00	WHDH Boston (WHDH)		8/23/12
32.0	Normal Line / SPOT	09/08/12-09/08/12	1	:30	10:59P- 7 News at 11 PM	2						X		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		8/23/12
33.0	Normal Line / SPOT	09/09/12-09/09/12	1	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	2							X	2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		8/23/12
34.0	Normal Line / SPOT	09/03/12-09/04/12	1	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO		1	1						2	\$1,200.00	\$2,400.00	WHDH Boston (WHDH)		8/23/12
35.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	12:05A- THE TONIGHT SHOW W/ JAY LENO	1			X					1	\$1,200.00	\$1,200.00	WHDH Boston (WHDH)		8/23/12

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Account Types Standard  
Billing Type  
Comments

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By Broadcast Month Spots Rate  
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36.0	Normal Line / SPOT	09/06/12-09/07/12	1	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	1			1	1				2	\$1,200.00	\$2,400.00	WHDH Boston (WHDH)		8/23/12
37.0	Normal Line / SPOT	09/06/12-09/06/12	1	:30	1P- 2P (ET)	1			1					1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/23/12
38.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	10P- DATELINE	1				1				1	\$1,400.00	\$1,400.00	WHDH Boston (WHDH)		8/23/12
39.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	7:30P- EXTRA	1			1					1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		8/23/12
40.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	9A- 9:30A (ET)	1				1				1	\$500.00	\$500.00	WHDH Boston (WHDH)		8/23/12

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